



2018 Competitive Event Changes

1. Two new events have been added, which will start competition at the District Conference. They will take a newly added comprehensive exam, the Entrepreneurship Cluster exam.
 - Entrepreneurship Individual Series (ENT)
 - Entrepreneurship Team Decision Making Event (ETDM)
2. Competition will NOT be held at the District level for the *Advertising Campaign, Innovation Plan, Fashion Merchandising Promotion Plan, Sports & Entertainment Promotion Plan*, and the *Start-Up Business Plan* events. These events will start competition at the State Conference. The written entry must be submitted by the deadline for the Written Event Screening.
3. Chapters are limited to the number of entries they can register for the *Advertising Campaign, Innovation Plan, Fashion Merchandising Promotion Plan, Sports & Entertainment Promotion Plan*, and the *Start-Up Business Plan* events. Please see the chart listed on page 65 of the Michigan DECA Guide.
4. The Start-Up Business Plan can now be comprised of 1-3 members (*previously it was an individual event*).
5. Advisors with written events who are unable to attend the written event screening on February 17, 2018 will be required to pay a screening fee. The new fee structure is being imposed to encourage more Advisors to assist with the written event screening process. The screening fee is based on the chapter's number of entries/folios/binders as follows:
 - One-Five (1-5) entries = \$50 written screening fee
 - Six-Sixteen (6-16) entries = \$50 written screening fee PLUS an additional \$15 per entry
 - More than Seventeen (17+) entries = a flat \$300 written screening fee
6. A printout of the TurnItIn digital receipt (after upload) needs to be included in the entry for the Written Event Screening. This page should be placed after the Written Statement of Assurances page, and does not get numbered or counted in the page count of the project. Failure to include the digital receipt in the entry is a 10 point penalty. Instructions on how to upload projects to Michigan DECA's TurnItIn classroom will be posted in January. Our TurnItIn submission window is February 5-16, 2018. ***Do NOT submit projects on your own or to your DECA Advisor's class; only submissions to Michigan DECA's class are accepted. If projects are uploaded twice, it will return a high plagiarism rate.***
7. A Penalty Point Guidance sheet has been created to help Michigan DECA members avoid penalty points on written events. Please see pages 69-70 of the Michigan DECA Guide.
8. The Leadership & Teamwork Event (LTW) will compete at the State Conference as in the past, but competition will NOT be held at the International Conference.
9. Virtual Business Challenge has added a Fashion event. Refer to DECA's guidelines.

Refer to the event guidelines for more information posted at <http://www.deca.org/high-school-programs/high-school-competitive-events/>

2018 Competitive Event Categories

Michigan DECA does NOT offer competition in DECA's Accounting Applications or Personal Financial Literacy events

	<u>District</u>	<u>State@</u>	<u>International*</u>
Introductory Core Events			
<i>One Core Exam and Role Play Events - Only for first year DECA Members</i>			
Principles of Business Management (PBM)	X	X	6
Principles of Finance (PFN)	X	X	6
Principles of Hospitality and Tourism (PHT)	X	X	6
Principles of Marketing (PMK)	X	X	6
Individual Series Events			
<i>One Cluster Exam and Role Play Events</i>			
Apparel & Accessories Marketing (AAM)	X	X	6
Automotive Services Marketing (ASM)	X	X	6
Business Finance (BFS)	X	X	6
Business Services Marketing (BSM)	X	X	6
# Entrepreneurship Series (ENT)	X	X	6
Food Marketing (FMS)	X	X	6
Hotel and Lodging Management (HLM)	X	X	6
Human Resources Management (HRM)	X	X	6
Marketing Communications (MCS)	X	X	6
Quick Serve Restaurant Management (QSRM)	X	X	6
Restaurant and Food Service Management (RFSM)	X	X	6
Retail Merchandising (RMS)	X	X	6
Sports and Entertainment (SEM)	X	X	6
Team Decision Making Events			
<i>One Cluster Exam and Case Situations</i>			
Business Law & Ethics (BLTDM)	X	X	6
Buying and Merchandising (BTDM)	X	X	6
# Entrepreneurship (ETDM)	X	X	6
Financial Services (FTDM)	X	X	6
Hospitality Services (HTDM)	X	X	6
Marketing Management (MTDM)	X	X	6
Sports & Entertainment Marketing (STDM)	X	X	6
Travel & Tourism Marketing (TTDM)	X	X	6
State Events			
Chapter Awards Program (CAP)	-	X	Gold
Gold Merit Award Program (MAP)	-	Gold	Gold
# Leadership & Teamwork (LTW)	-	1	-

Continued on the next page

Key

- # Indicates a new or revised event
- Indicates that the event does not compete at this conference
- X Indicates that the number of individuals or teams may vary due to the number of members in the chapter or district
- @ Indicates the number of individuals or teams eligible to advance from each district to the State Conference
- * Indicates the number of individuals or teams eligible to advance from the State Conference to the International Conference

2018 Competitive Event Categories

	District	State@	International*
Business Operations Research Written Events			
Business Services Operations (BOR)	-	X	4-8
Buying & Merchandising Operations (BMOR)	-	X	4-8
Finance Operations (FOR)	-	X	4-8
Hospitality & Tourism Operations (HTOR)	-	X	4-8
Sports & Entertainment Marketing Operations (SEOR)	-	X	4-8
Chapter Written Events			
Community Service Project (CSP)	-	X	4-8
Creative Marketing Project (CMP)	-	X	4-8
Entrepreneurship Promotion Project (EPP)	-	X	4-8
Financial Literacy Promotion Project (FLPP)	-	X	4-8
Learn & Earn Project (LEP)	-	X	4-8
Public Relations Project (PRP)	-	X	4-8
Entrepreneurship Written Events			
Business Growth Plan (EGB)	-	X	4-8
Franchise Business Plan (EFB)	-	X	4-6
Independent Business Plan (EIB)	-	X	4-8
# Innovation Plan (EIP)	-	X	4-6
International Business Plan (IBP)	-	X	4-8
# Start-Up Business Plan (ESB)	-	X	4-6
Marketing Representative Events			
# Advertising Campaign (ADC)	-	X	4-6
# Fashion Merchandising Promotion Plan (FMP)	-	X	4-6
# Sports & Entertainment Promotion Plan (SEPP)	-	X	4-6
Professional Selling & Consulting Events			
Financial Consulting (FCE)	X	3	4-6
Hospitality & Tourism Professional Selling (HTPS)	X	3	4-6
Professional Selling (PSE)	X	3	4-6
Direct to the International Career Development Conference			
School Based Enterprise (SBE)	-	Gold Optional	Refer to event guidelines
Stock Market Game (SMG)	-	-	Refer to event guidelines
Virtual Business Challenge: Accounting (VBCAC)	-	-	Refer to event guidelines
# Virtual Business Challenge: Fashion (VBCFA)	-	-	Refer to event guidelines
Virtual Business Challenge: Hotel Management (VBCHEM)	-	-	Refer to event guidelines
Virtual Business Challenge: Personal Finance (VBCPF)	-	-	Refer to event guidelines
Virtual Business Challenge: Restaurant (VBCRS)	-	-	Refer to event guidelines
Virtual Business Challenge: Retail (VBCRT)	-	-	Refer to event guidelines
Virtual Business Challenge: Sports (VBCSP)	-	-	Refer to event guidelines

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